

New CEO starts today

Morten Falkenberg will take over as President and CEO of Nobia today, 6 October. He replaces Preben Bager who is retiring.

Morten Falkenberg joins the company from Electrolux where he was Executive Vice President, Floor Care and Small Appliances.

Nobia AB
6 October 2010

For further information, contact:

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Nobia develops and sells kitchens through some 20 strong brands in Europe, including Magnet in the UK, Hygena in France, HTH, Norema, Sigdal, Invita, Marbodal and Myresjöök in the Nordic countries, Petra, Parma and A la Carte in Finland, ewe and FM in Austria, Optifit in Germany and Poggenpohl globally. Nobia generates profitability by combining economies of scale with attractive kitchen offerings. The Group has approximately 8,000 employees and net sales of around SEK 15 billion. The Nobia share is listed on the NASDAQ OMX Nordic Exchange in Stockholm under the short name NOBI.

Website: www.nobia.com.

Read more about the company under "About Nobia." Financial information can be found under "Investors".